

## **REMARKS:**

In the above amendment, claims 1-20 have been cancelled, and new claims 21-43 have been added among which claims 21 and 34 are independent claims.

In the Office Action, the Examiner cited Reynolds (US 6,799,327), Ritter (US 6,941,154) and Brown (US 5,794,219) and rejected claims 1-20. Applicants respectfully submit that there is noting in any of the cited references that discloses or teaches the subject matters recited in new claims 21-43 and thus new claims 21-43 should be allowable over the cited references.

As made clear in claims 21 and 34, an event broadcast signal from a broadcast station reaches participants simultaneously through two communication channels. Hence, the event broadcast signal is broadcasted by a broadcast station and is received via a first communication channel by broadcast signal receivers of the participants. Also, the event broadcast signal is received by a transaction management system which relays the same signal to mobile terminals of the participants via a second communication channel. Thus, the participants view the broadcasted viewer participation event with both their broadcast signal receivers and mobile terminals.

Reynolds discloses interactive television program guides for displaying a program guide containing an advertisement and a pseudo-advertisement. The pseudo-advertisement is non-advertising materials for encouraging viewers to use the program guide. Reynolds simply discloses an on-line program that reaches viewers via televisions sets only. Reynolds is silent about the two communication channels through which the event broadcast signal from a broadcast station reaches a plurality of participants simultaneously.

Ritter discloses a method of enabling a user of a mobile device to purchase services or products that are shown in a commercial program displayed on the display of the mobile device. The Ritter mobile device functions as a wireless telephone and also can receive a broadcasted TV program. A user of the device, viewing a TV program on its screen, operates the device to purchase a good or service advertised by the TV program. Ritter is also silent about the two communication channels through which the event broadcast signal from a broadcast station reaches a plurality of participants simultaneously.

Brown discloses an on-line auction using the Internet and is silent about the two communication channels through which the event broadcast signal from a broadcast station reaches a plurality of participants simultaneously.

Therefore, none of the cited references discloses the two communication channels through which the event broadcast signal from a broadcast station reaches a plurality of participants simultaneously. Applicants respectfully request the Examiner grant early allowance of this application. The Examiner is invited to contact the undersigned attorneys for the Applicants via telephone if such communication would expedite this application.

Respectfully submitted,

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Date

  
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